

**MEDIA ALERT**

**FOR IMMEDIATE RELEASE**

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***Dancercise® Kids Announces First Malaysia Curriculum License***  
*Minnesota dance and fitness provider expands into Asia*

Minnetonka, Minnesota—January 22<sup>nd</sup>, 2009 – Dancercise Kids, a provider of fitness and dance curriculum to young children, today announced that it has licensed its curriculum to its first customer in Malaysia.

"We're excited to complete this sale to our client in Kuala Lumpur," said Tessa Pfeifer, Founder and Chief Executive Officer of Dancercise Kids. "Our music and curriculum has international appeal and emphasizes important fitness and learning elements that appeal to children and teachers regardless of language or culture."

Dancercise Kids' curriculum for dance studios and fitness centers provides a comprehensive and unique curriculum of dance, fitness and creative movement instruction for pre-school children. Featuring complete high quality video training, original, professionally-recorded music, and step-by-step choreography, the curriculum makes it easy for a dance or fitness teacher to begin immediately bringing these important skills and life lessons to children across the world.

"I am pleased to be Malaysia's first licensee of the Dancercise Curriculum," said Ms. Yau, founder of Footnotes Dance Studio in Kuala Lumpur. "My studio has customers with Mandarin, Malay and English as their primary languages, but the language of dance and music is universal, and the Dancercise curriculum makes it easy for me to add this new material into my studio classes."

The Dancercise Kids curriculum can be purchased online at the Dancercise store at [shop.dancercise.com](http://shop.dancercise.com). Special licensing and pricing options are available for childcare centers, fitness centers and multi-location facilities. Examples and details of the curriculum can be found at <http://curriculum.dancercise.com>

Dancercise Kids provides music, dance programs and DVDs that help boys and girls aged 2 to 8 to develop balance, motor skills, confidence and an appreciation of physical fitness. Through its unique curriculum that educates through movement, and its original music, Dancercise Kids **helps children build strong minds and happy hearts.**

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